

THE PROMISE OF YOUTH



Ingvar Midthun

CONCERNING THE ALCOHOL INDUSTRY AND THE TARGETING
OF YOUNG PEOPLE IN DEVELOPING COUNTRIES

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and the targeting of young people in
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FORUT campaigns to promote solidarity with developing countries. For over 25 years FORUT has experienced that intoxicants are an obstacle to development. Whilst for many people drugs are the problem, for more people alcohol contributes seriously to insecurity, despair and poverty. The Norwegian authorities agree with the World Health Organization's opinion that alcohol consumption in many countries must be reduced in order to pave the way for better lives for millions of people. FORUT has always focused on this issue, believing that the alcohol industry's thirst for new markets in the Third World is increasing the need for active resistance. In this booklet many voices relate their experiences and state what they believe would contribute to creating a better future for young people in developing countries.

The message is clear: the world can be changed.

Elverum, 2006 - Ingvar Midthun

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Foto: Idehuset Sandbeck

AN OBSTACLE TO DEVELOPMENT

Increased consumption of alcohol in many southern countries is in conflict with our goal of a world without poverty, in which all people can be assured of having political and social rights. Increased consumption of alcohol is an obstacle to development. We have no wish to emulate the Danish Industrialization Fund for Developing Countries (IFU), which collaborates with Carlsberg on investments in poor countries. In contrast we wish to focus on the alcohol industry's cynical pursuit of new, promising markets in these countries, and particularly the targeting of young people.

In 2005 the World Health Assembly passed a resolution on alcohol consumption. It was aimed at implementing measures to reduce problems in this area. Member countries of WHO are particularly concerned about health problems among young people. The study entitled 'The Global Burden of Disease' confirms that alcohol is the greatest risk factor in connection with poor health and death in developing countries with low mortality rates. In practice this means poor countries that are seeing some improvement in general health are now facing a new problem - the burden of disease linked to alcohol. A burden which will adversely affect the young. In WHO's global status report it is emphasized that the "culture of inebriation" is in the process of spreading throughout the world. Among the side-effects of this culture are accidents, violence, anti-social behaviour and family distress. Such social consequences place a further burden on the financial well being of families that are already meager. It is children who pay the price. As night follows day, increasing alcohol consumption will lead to increasing alcohol-related harm. Liberalisation of trade and the economic structural policies of developing countries provide lucrative opportunities for the alcohol industry to expand in these countries.

In addition to the price children pay for parental abuse of alcohol, young people themselves are being targeted by the alcohol industry. Of great promise to the industry is the large youth market

in developing countries. Youth and alcohol was the theme of a European WHO conference in Stockholm in 2001. There the then Director General of WHO, Gro Harlem Brundtland, stated that it was necessary to focus on marketing that targets young people. In the USA the Center for Alcohol Marketing and Youth (CAMY) at Georgetown University has followed up this theme on the American market with several reports that show that under-age youngsters are bombarded with more alcohol advertising than those who are old enough to buy alcohol. Research also shows that the more adverts for alcohol young people see, the more they will drink. Many countries in Europe have strict guidelines for alcohol advertising, but we often see that the industry contravenes both its own self-imposed rules and legislative provisions in many places. What happens in developing countries with weaker legislation or enforcement of existing legislation, we know less about. This booklet is an attempt to alert us to the reality of the alcohol market in developing countries. In this way we hope to increase awareness of the role alcohol plays in the great game that is called development.

Ingvar Midthun, the author of this booklet, has met young people in three countries that are referred to as developing countries: India, Sri Lanka and Malawi. These countries differ in size, development status and the alcohol market. He deserves thanks for the effort he has made and the challenge he has given to the international development community to give youth a more promising future than that which is offered by the global alcohol industry.

It is important to ensure that the increased profits of the global alcohol industry are not at the expense of the social and health well being of the populations of the developing countries.

*Morten Lønstad, Secretary General FORUT
Derek Rutherford, Chairperson Global Alcohol Policy Alliance*

Painted advertisement in Lilongwe, Malawi.



Tasting the jet-se

When Kingfisher Airlines was launched in India in December 2004, it was an event that awakened interest, not just because the company was very ambitious but because Kingfisher is primarily a brand of beer. Imagine Carlsberg Airlines. What would that have made you think of, apart from air travel?

Kingfisher may be alone in flying so high that they literally started their own airline, but this marketing strategy is common to many: targeting young people and linking drinks and logos to modern, Western, forward-looking, high technology themes.

FLYING HIGH

People who drink are supposed to belong to the élite – the jet-set lifestyle acquires a new meaning when beer and air travel are marketed under the same name. Perhaps India is the clearest example of what the alcohol industry calls "emerging markets": Countries where alcohol consumption is low but add on economic growth, a growing middle class, increasing purchasing power, and a high percentage of children and youth in the population.

In such countries the industry sees great potential for increased alcohol sales. However, such an increase will not take place unaided. It must be spurred on. Purchasing power must be steered towards alcohol. A massive focus on lifestyle marketing of global products is aimed at urging young consumers to put beer and spirits high on their lists of goods to be purchased. The result will surely be that the northern European culture of binge drinking will spread around the world.

The investments made by the alcohol industry are producing results. In India from 1998 to 2003 sales of spirits grew by an average of 12.2 per cent – doubling consumption in the course of 5 years!

The increase in alcohol consumption in developing countries is characterized by three factors:

- the growth of industrially produced beer and spirits – both in addition to and at the expense of traditional alcoholic beverages;
- a dominant position for multinational companies;
- heavy investment in marketing and advertising.

INDUSTRY TEMPTATION

These promising prospects regularly become too tempting for the alcohol industry. Often they cross far over the boundaries set out both in national legislation and in the industry's own self regulation. The rules they apply in the West are left behind, nor is their respect for the limitations inherent in cultural and religious traditions particularly impressive.

Some developing countries prohibit advertising for alcohol, but that is no obstacle. Where advertising is banned the industry markets the brand through other products – so-called "surrogate advertising". Sponsorship of sporting events and cultural activities is another often-used



The flood of alcohol and the path of development

For Asia and Africa, as for Latin America and Oceania, economic and social development is the transcendent issue of our time. Some parts of the developing world are doing well; others are lagging behind. If we look at the history of countries that are now economically developed, we can see that alcohol played a double role in development. On the one hand, industrialization of production and commercialization of the supply of alcoholic drinks was often an early stage of economic development. On the other hand, the flood of alcohol which resulted created enormous social and health problems, and became an impediment also to further development. The new industrial and urban conditions required more, not less, sobriety. In many countries, social movements for alcohol control became the most important and longlasting popular movements. It took over a century of political struggle in such countries as the United States and Norway to reach a settlement on this issue, however unstable.

In some respects, we can see early stages of this history being repeated today in many developing countries, and particularly in those doing better economically. In most places, industrialization and commercialization of the alcohol supply is well under way. Alcohol consumption is increasing rapidly in the better-off parts of the developing world. Along with this comes increased harm. The World Health Assembly summed it up in a 2005 resolution: "harmful drinking is among the foremost underlying causes of disease, injury, violence – especially domestic violence against women and children – disability, social problems and premature deaths, is associated with mental ill-health, has a serious impact on human welfare affecting individuals, families, communiti-

es and society as a whole, and contributes to social and health inequalities." As happened historically in the developed world, in some places there have been popular movements to control the alcohol supply and limit the problems from drinking – some examples are the women's campaigns in India, on the Pacific Island of Chuuk, and in South Africa under apartheid, and community movements in the highland Chiapas of Mexico.

But there are new elements in the current version of the story. Most notably, as illustrated in the pages which follow, industrialization and marketing of alcohol these days is often not a matter of homegrown entrepreneurs, but of multinational corporations. The corporations' expertise in industrial production is often parachuted in. Their heavy investment in advertising and other promotions also depends for its power on applying techniques learned elsewhere to new markets. On the other hand, much of the profit, as the industry is increasingly concentrated into the hands of multinationals, flows out of the economy of the developing country. The influence of the multinational enterprises, often exerted through the governments of developed countries in trade agreements and disputes, counteracts attempts by communities and governments to limit the damage by controlling alcohol sales. These days, the balance is tipped further to the negative side: in net terms, alcohol is more of an obstacle than it used to be to development.

As the case studies which follow illustrate, much can be done by communities acting at a local level to counter alcohol-related harms. But, given the internationalization of the alcohol industry and market, communities need help at the international level in this effort. This includes international cooperation in such matters as controlling the movement of alcoholic beverages across borders. Most importantly, it involves establishing the principle that alcohol is not an ordinary commodity like rice or clothing, because drinking carries with it such enormous social and health harms. National governments and local communities need to be able to act to control the market and counter the harms without constraint from international trade agreements or from pressure by powerful countries or trade blocs. As for tobacco, there is a need for these principles to be established by an international Convention.

method to get around national advertising bans. Product placement in major movies from Hollywood or Bollywood reaches out everywhere. These are probably more effective methods than advertisements and posters. One of the big multinationals has defined the company's new "mission": to create lasting bonds with consumers by providing them with branded products and experiences that bring people together.

JET-SET LIFE ALSO HAS APPEAL IN MALAWI

Malawi in East Africa is one of the world's poorest nations with a large segment of poverty. The country is number 162 of 175 countries on the UNDP's index on living conditions. Current life expectancy is around 37 years. But they do have beer! The Danish brewery company Carlsberg set its sights on Malawi as early as the 1960s. Now the country is saturated with "green" advertisements for Carlsberg beer.

In Malawi too the alcohol industry tempts potential customers with a taste of the jet-set life. Send in the cork inlay from the beer-bottle and take part in a draw to win a free flight around the world for seven days with seven friends. The contrast with life in rural areas and the daily struggle for survival could hardly be more striking.

Dag Endal and Øystein Bakke, FORUT



Robin Room, University of Melbourne and Stockholm University

INDIA

Things are changing at an enormous rate in India. The country's economy is increasing by about 8 per cent per year, and with 1.1 billion inhabitants India has an incredibly large workforce and a market scarcely to be found anywhere else (apart from China). In this huge country the alcohol industry is flourishing. With massive advertising aimed at young people and the willing support of the authorities, alcohol consumption is on the increase in India.

Arrack sales outlet in Bangalore. Hundreds come here every day to drink.



A GIGANTIC A



Bangalore

ALCOHOL MARKET



Arrack sales outlet in Bangalore.

When Kingfisher Airlines was launched in December 2004, eyebrows were raised. Not just because the company was so ambitious, but because Kingfisher is a brand of beer. Imagine Carlsberg Airlines – what would that make you think about, quite apart from air travel?

Vijay Mallya is President of the United Breweries Group in India of which Kingfisher is a part. UB Group is by far the largest producer of beer in India with a market share of 40%. The Kingfisher beer brand has a market share of 29% according to the company's own statistics.

But now we're talking about aircraft. Mallya has ordered 30 new Airbus A320 passenger aircraft at a total price of about 2 billion US dollars. "We've long had the slogan "Kingfisher flies", and now this will become a reality," Mallya said on Indian TV in October 2005. "For young people Kingfisher is already something colourful and pulsating, and a



Vijay Mallya launches Kingfisher Airlines. (Ill. photo from UB's home page)

symbol of a goal and lifestyle that we will develop further. We'll start in India but expand into other parts of the world too." Mallya has great expectations concerning the growth of the market in India, but says that high taxes are hindering development. On the company's web site Mallya writes that United Breweries has close contact with the authorities regarding the taxation policy of the future. The company expects that in the course of the coming years taxes on alcohol will be reduced in all of the Indian states.

The history of United Breweries goes back to the middle of the 1800s, but it is in the last couple of decades that the company has developed its national and global ambitions aimed at young people. Much promise for the future lies in the message underpinning alcohol policy for all the states in India – responsible drinking.

RESPONSIBLE DRINKING

Responsible drinking. A concept on page five of a proposal for alcohol policy for India prepared by a government-appointed working-group. This concept places the main responsibility on each individual per-

son, and the least possible responsibility on the alcohol industry and the government. Today it looks as if the alcohol industry and a majority of the country's politicians are in agreement on this principle. After independence was gained in 1947 Mahatma Gandhi urged that alcohol should be banned, believing it was of no value putting money into the pockets of the poor if they then spent it on liquor. In 1948 he gave this advice to India: "Leave along the vices of the west and strive to adopt the best it has to give." In the past 10 to 15 years a number of Indian states have withdrawn more and more from a partial policy of prohibition as it is laid out in Article 47 of the Indian Constitution (see a separate note), and considerable variations in alcohol policy have arisen in the various states. Now it is the intention that a new law shall eradicate the differences, and pave the way for a Western alcohol culture with equal access and equal tax levels throughout the country.

However, there is no major interest in policy on alcohol in India, beyond the fact that the sale of alcohol is a source of very large and very important revenues for the states. There are close links between politics and industry in India, so close in fact that Vijay Mallya of United Breweries is also forging his own political career.

CONCERN FOR THE FUTURE

"Only a minority of people consume alcohol in India today," says Dr. Hariharan. He is the leader of the newly-started Indian Alcohol Policy Alliance (IAPA), with its main office in New Delhi. It only has two employees, but the strength of the alliance will be established through a network of resource persons and centres in India, and in collaboration with the Global Alcohol Policy Alliance (GAPA) with its base in London.

"However, a large country means large numbers, and this minority probably numbers between 60 and 70 million people. Let us imagine a long-term development that results in almost half of the young people eventually consuming alcohol along Western lines. That would be at least 500 to 600 million people. More new customers than the whole population of the EU."



Dr. Hariharan, leader of the newly-started Indian Alcohol Policy Alliance (IAPA)



Advert for Blenders Pride

Article 47 of the Indian Constitution:

"Duty of the State to raise the level of nutrition and the standard of living and to improve public health. The State shall regard the raising of the level of nutrition and the standard of living of its people and the improvement of public health as among its primary duties and, in particular, the State shall endeavour to bring about prohibition of the consumption except for medicinal purposes of intoxicating drinks and of drugs which are injurious to health."

Hariharan pours coffee and continues, "I don't think we can reverse the trend, and I believe we will have to prepare ourselves for huge challenges linked to health problems and alcohol-related violence and deaths. I am of course concerned for the future, but for IAPA it's a matter of damage limitation and moving the focus away from the idea that this should be based on responsible drinking by the individual. Solving the problems linked to alcohol consumption is not that simple anywhere in the world."

"It is our children, our spouses, our common health service, our common police force and thousands of voluntary organizations that will bear the brunt of the dark side of India's new alcohol policy. Our alliance intends to organize a common front against the authorities, demanding goal-oriented measures aimed at reducing violence in the family, drink driving and the massive indirect advertising aimed at the growing generation of young people. If we lack alcohol policy control measures we will slide towards a market-based situation where there is far too little attention paid to prevention, treatment and rehabilitation for all those who are unable to handle "responsible drinking".

WHY SHOULD THERE BE A NEW POLICY NOW?

An estimate by IAPA shows that the states' proceeds from sales of alcohol in India constitute between 8 and 23 per cent of total state revenues. In the introduction to its proposal the government working-group writes the following:

"In light of the need for more resources for increased development costs, a wide range of different taxes are used by the states. Different taxes make it difficult to know whether each individual state is collecting the maximum amount feasible and equitable."

"Rigid regulations have encouraged monopoly situations and cartel activity in large sectors of the industry."

"New, updated regulations must be rapidly put in place, taking into account that the world is in the process of being globalized, and that India needs an effective system for collection of alcohol taxes in such a way that these do not spoil the developmental potential of the industry in relation to foreign industry."

NO ONE CAN STOP DEVELOPMENTS

Outside C-70, South Extension Park II in New Delhi, hangs an enormous portrait. R.K Anand is a Member of

Parliament for the Congress Party, and this is where he lives and works.

"Quite honestly, I don't think our alcohol problem is so great, nor do I think it will be in the future. I believe we should concentrate our efforts on the battle against drugs. Moreover, our economic development will create more work, and work prevents social problems."

"But what about Gandhi's ideal?"

Anand smiles and leans back. "You have to see Gandhi in the light of the times he lived in. The world is not like that anymore. Alcohol has become a part of life throughout the world. Prosperity is accompanied by the demand to choose the food and drink we want. I believe in the proposal for a new policy, and I believe in responsible drinking."

"What about restrictions on opening hours and higher prices as measures to reduce alcohol consumption?"

"I don't think you could gain much by changing opening hours, and too high prices have always created an even better point of departure for illegal markets. My opinion is that a higher level of education will create greater awareness. People will quite simply understand how to relate to alcohol, and in that way we won't have to base our policy on prohibition."

"These are arguments the alcohol industry itself propagates in the debate on a new alcohol policy for India. To what extent are you and others influenced by the attitudes of the alcohol industry?"

"I meet and talk to all sorts of people who are involved in all sorts of matters. I'm not afraid of the alcohol industry's strong position in Indian society, and I believe they are entitled to be listened to just like other people. I listen and place emphasis on what I think is important in all matters, including questions of alcohol policy."

APSA - A CENTRE FOR CHILDREN AND YOUTH IN BANGALORE

"What is your opinion on the concept of responsible drinking?" One hundred young people are sitting on the floor of a classroom in Bangalore. We are two and a half hours' flying time south of New Delhi, and it is Kshithij Urs who is explaining the concept and asking the question. He is general manager and one of the founders of the Association for Promoting Social Action (APSA), which collaborates among other things with the FORUT aid



R.K. Anand, member of the Indian Parliament, here on an election poster (Anand on the right)



I.S. Patil, coordinator in APSA.

From the inauguration
of APSA's dream
school.

Photo:
FORUT



organization in Norway. APSA takes in orphans and poor children, giving them a place to live and an education. The question he asks is greeted with laughter.

"Have any of you experienced anything negative in connection with consumption of alcohol around you?"

A hundred hands shoot into the air, and then it's time to have a couple of private conversations.

HE FLED FROM HOME

Narayana is 18 years old and ran away when he was between four and five. His family had just moved into the city, and his stepfather was unwilling to pay for his education.

"There were many problems in our home, and alcohol was one of them," says Narayana quietly. "I was living with a gang of 12 to 15 youths out on the street, and after a while I began sniffing glue and

drinking alcohol. That got me into even more trouble, and for a long time we lived in constant fear of being caught by the police."

Finally Narayana was caught and put in a home for young people that he fled from a number of times. He was caught each time and returned to the home.

"Eventually I managed to kick the habit, and when I reached the age of 18 this summer I was moved here to APSA. I live here and am taking a computing course that will qualify me for a proper job here in my own town. Now I really feel that I'm on the threshold of a good future."

Narendra is also 18 years old and is taking the same computer course as Narayana. "I ran away from home when I was 11 – I couldn't stay and live with my family. My Dad was hitting me more and more often and I was scared. We were all scared. He drank and I didn't know what he might do when he came home drunk."

Narendra was also found on the street and put in a children's home. In the course of the last few years he has finished the basic school education he left behind as an 11-year-old. "I have a positive view of the future now – I think I'll do all right, but I'll never return to my home and family," he finishes.



Narendra on the left, and Narayana in a green shirt, along with a couple of other friends





One of the primary classes at the APSA school. Photo: FORUT



HOMELESS – AND WITH ADDICTION TO ALCOHOL AS AN ADDED BURDEN

Bangalore in the south of India has about 6 million inhabitants, and is one of the most rapidly developing cities in India. This is Asia's IT metropolis. The city has doubled its population in some 10 years. However the city also contains an estimated 100,000 homeless people, and in 2005 APSA estimated that 5000 more people would find their way to Bangalore as homeless.

"This is a huge problem," says I.S. Patil, coordinator of APSA's aid projects for the homeless. "We're talking about people who have virtually no rights, who receive scarcely any help from the authorities, and who have extensive alcohol problems. They haven't the faintest knowledge of even the most basic rights, for example the right to have an ID card, which again entitles you to a minimum of healthcare and food rations."

"They survive by taking jobs on a day-to-day basis. We in APSA try to help some of them with a little basic education, and we attempt to get some places to live in the slums, which after all is better than living on the street. But we can only help a fraction of those who need help." Patil takes us to a park in Bangalore, where a group of about 80 homeless people have lived for the past seven years. It's dinnertime and fires are lit around

the concrete floor with a tin roof overhead. There are no walls and the final blasts of monsoon rain lash into us. Narayanappa is the leader of the group and he unfolds a carpet we can sit on. "We are left to ourselves in this park, and now, along with APSA, at least we've applied to the authorities for rationing cards for food for us all. So far some have received such cards, which is a great improvement, but many of us are still waiting for replies to our applications."

"How do you get money?"

"Some of us are street salesmen for shop owners and others stand in queues at the building sites, hoping for work at any rate for a day. On a good day we can earn between 50 and 100 rupees (\$1.50 to \$3)."

A five-year-old is sitting crying behind us and Patil explains: "He's sitting beside his mother, whom you may have seen being carried in under the roof here when it started to rain. She's in a drunken stupor, which is typical of many. I would say that very many of those who live here, both men and women, consume a great deal of alcohol."

"How can they afford it?"

Homeless people in a park in Bangalore



"It's no great problem when you buy locally produced spirits; it only costs twenty-odd rupees for a bottle, or you can buy less in small bags. In these surroundings the concept of responsible drinking doesn't make much sense. In fact I think that this place is a very good example of the kind of social responsibility the authorities will have to take when alcohol consumption increases. Here alcohol is an added burden for absolutely everyone and particularly for the children."

CHANGES IN LEGISLATION IN 2007?

The working group that has proposed the framework of a new policy on alcohol for all the states in India submitted its recommendations as early as in 2001, but the political process has been postponed several times.

Dr. Hariharan in IAPA believes that the proposal at any rate will not be discussed before some time into 2006 at the earliest. Much would indicate that it will take a long time before all the states will even consider taking part in a discussion concerning a national structure encompassing alcohol policy

In practice this means that the slide towards a more liberal alcohol culture will continue in various ways in the states, and that a common framework for alcohol policy lies several years ahead in time. At any rate this gives organizations such as the Indian Alcohol Policy Alliance (IAPA) time to exert influence. In December 2005 IAPA was co-arranger of a workshop in New Delhi, where the authorities emphasized that they take the Alliance's initiatives seriously, and that there will be more hearings concerning a new platform for a policy on alcohol for India before any decision is made.

THE FUTURE OF KINGFISHER

In the meantime the market forces both in UB Group and the Kingfisher beer brand are also continuing their attempts to build a fantastic future based on a new generation of Indians with new views on alcohol and the culture of alcohol. The launch of the airline is taking place using the term 'funliner' instead of 'airliner'. The aircraft will be designed to appeal especially to young people, and special competitions will be launched for Kingfisher's flying models, with jobs as stewardesses as the prize.

2005 then was the year India's most popular brand of beer became an airline aimed at young people, and the question is what's next?

One signal indicating what the future may bring is the fact that Vijay Mallya, as president of United Breweries, has also begun his own political career, with the clear objective of participating in forming the policies and legislation of the future.

"There is a very clear need for organized resistance in India," concludes Dr. Hariharan of the Indian Alcohol Policy Alliance, IAPA. "We know what alcohol consumption does to people in this country, and what we need is social mobilization at local, national and global level. This of course is a huge challenge, but we are on the way."

The Objectives of GAPA

Global Alcohol Police Alliance, GAPA:

- Provide a forum for alcohol policy advocates through meetings, information sharing, publications, and electronic communications; with the purpose to disseminate information internationally on effective alcohol policies and policy advocacy;
- Bring to the attention of national governments, international governmental and non-governmental agencies and communities the social, economic, and health consequences of alcohol consumption and related harm; with the purpose to advocate for international and national governmental and non-governmental efforts to reduce alcohol-related harm worldwide;
- Co-operate with national and local organizations and communities to alleviate alcohol-related problems;
- Encourage international research on the social and health impact of the actions of the multinational alcohol beverage industry;
- Monitor and promote research on the impact of international trade agreements on alcohol-related harm;
- Monitor the activities of the alcoholic beverage industry;
- Place priority on research and advocacy regarding those parts of the world where alcohol problems are increasing;
- Ensure that member groups in those areas have the technology and support capacity to participate in a global network for communication and action.

Indian Alcohol Policy Alliance, IAPA:

Goals:

- IAPA's objective is to prevent and reduce health, economic and social problems resulting from alcohol consumption, through information aimed at politicians and others who form alcohol policy in India.
- Through information and influence IAPA wishes to mobilize society to contribute to an alcohol policy that creates security for individuals and families in the face of the negative consequences of alcohol consumption.



Naryanappa is leader of a group of homeless people.



Preparing dinner under the tin roof

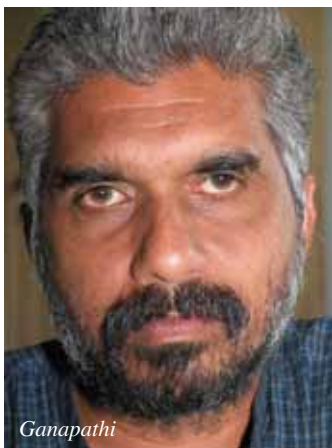
INDIA



The huge city of Bangalore with its more than 6 million inhabitants is India's fifth largest city, and it is always on the move towards a modern, western lifestyle. If you walk up Brigade Road you will see: Adidas, Nokia, Sony, Levis etc. in an innumerable row of neon lights and huge posters.



Arrack sales outlet in Bangalore



Ganapathi

In the city centre you won't see so many ar rack joints selling cheap local liquor. Here it is the branded products that hold sway: Smirnoff, Seagrams, Kingfisher, Castle...

"The ban on alcohol advertising is no problem for the creative alcohol industry," says M.M. Ganapathi. He has been working with the rights of child workers for 16 years in the organization The Concerned for the Working Children, CWC.

"Our city has grown and developed extremely rapidly in the past 20 years, so naturally everyone longs to be a part of this development.

Ganapathi takes us on a little tour of the city and shows us advertising for alcohol that has been fashioned so that it is not in conflict with any particular legislative provision: The Smirnoff Bar and Restaurant and of course India's most popular beer, Kingfisher – "The King of Good Times".

Other restaurants have not been so particular and they let the liquor adverts hang there until they are noticed and removed by the authorities – if that happens.

"We are bombarded by alcohol advertising that says no more than the law permits. Kingfisher beer is an

illegal text, but Kingfisher only needs its logo as a draw."

"Of course it affects us – I see that alcohol consumption and resultant damage have increased considerably," says Ganapathi, using his own home town as an example. "I come from a town where 30,000 people lived when I was a child, and we had three approved sales outlets for alcohol. Today 90,000 people live in the town, and statistically speaking we should have had 9 approved sales outlets, but I believe that the true number is three sales outlets per street. Formerly alcohol was a taboo area, but now the opposite seems to be the case; young people see alcohol as something trendy and important."

"The ar rack joints are for the poorest people, while the branded products are for those who have money, and that applies naturally to more things than alcohol. The logic is simple – if you drink Coca Cola, Kingfisher Beer or Smirnoff you are on the winning team in India. You simply show what style and class you have," concludes Ganapathi.

...or TASTE FAME, as Seagram's Whiskey says in its advert ... but naturally you'll not find the word "whiskey" on the poster.



NEW REGULATIONS BANNING SURROGATE ADVERTISING?

The governmental working-group which has submitted proposals for a common platform for alcohol policy for India thinks that indirect advertising has become a problem for the country, and it recommends stricter regulations for banning this type of marketing. On the other hand the working-group thinks that advertising campaigns advocating responsible drinking should be permitted



THE LONGING FOR A MODERN LIFESTYLE

Surrogate advertising. In India this concept has almost become a science for an alcohol industry fighting for larger shares of the market. Surrogate advertising is the art of advertising for something you strictly speaking cannot mention, because the law bans it.

Marketing is consumer information, says the president of McDowell's Whiskey.

Chaynika Naveen is 18 years old, and a student at Amity International School in New Delhi. She is a member of a student group that is working on social issues surrounding intoxicant abuse and health.

"I think that alcohol consumption in India is becoming a steadily growing fundamental problem. We see that more and more products are

being launched and presented by the alcohol industry and that these products are linked directly to expectations that we young people have for our lives. There are direct links forged between specific beer brands and how they are perceived by groups of young people, and it is always the "modern" way of life of the future that is the framework. Direct alcohol advertising is of course



WORTH KNOWING ABOUT INDIA

With its 28 states and 7 union territories India is one of the world's biggest countries, with about 1.1 billion inhabitants. The capital is New Delhi, with about 10 million inhabitants. Most of the population (approx. 68%) live in the countryside cultivating the land. The country became independent in 1947. Religious conflicts, population growth and urbanization constitute great challenges for India. Life expectancy is 63 years. 57% of the population can read and write. In 2002 25% of the population were living under the poverty line (under 1 US dollar per day).

Source:

NORAD/Fact Sheet 2003
and Politiken's travelogues.



Chaynika Naveen.

prohibited, but in fact the marketing of Kingfisher and Lion here in India is of course nothing other than advertising precisely for Kingfisher beer and Lion beer."

"How does this advertising affect you?"

"Many of my friends and I have gained conscious awareness of such indirect advertising, because we belong to this group, and we are working to persuade more of our fellow students to protest against such evasion of the advertising regulations. However, I see that huge breweries such as Kingfisher are extremely good at marketing a lifestyle many people long for, where much of it has to do with Western products and modes of behaviour. New Delhi is full of young people who worship the American way of life and use this style as a status symbol. I can actually see students who think that smoking and drinking are things you have to do to be "cool", and that's precisely what we are seeing on large advertising posters and on TV!"

UNITED BREWERIES

"It's not in our interest that alcohol is something that is too strongly restricted," says VK Rekhi, president of McDowell's Whiskey in United Breweries with its base in Bangalore. "Today there are too great variations between the states and that encourages smuggling, illegal production and pirating of products and trademarks. We are looking to see common regulations for production and marketing across state lines, and think that it would be in the best interest of all parties."

Rekhi thinks that as much as 15% of alcohol consumption in India takes place using illegally produced liquor, and that this production involves a significant health risk.

"We are a serious, legal industry, and we demand that our framework conditions must be adapted to other countries. This means that the common

Indian level of taxation must not be higher than in other countries, and we also believe that marketing is consumer information."

"Consumption of alcohol in India is on the way up, so what would you say to those who fear the consequences of this?"

"I don't think consumption will increase so much in India in the future, and I think all parties involved must primarily contribute to alcohol production taking place in a controlled manner through companies such as United Breweries. We accept our share of responsibility for the damaging aspects of alcohol consumption, such as drink driving, which unfortunately takes many lives in India today. We wish to participate as contributors to information campaigns against drink driving."



ALCOHOL AND ALCOHOL CULTURE IN INDIA: MARKET FORCES



INDIA

It's forenoon in Shiva Camp in New Delhi and a group of young people from the schools around the poor quarter are gathering for the day's project. They are members of the Students' Health Action Network, a voluntary action group for better health in the population. A healthy activity, but today they are going to meet resistance.



Students in a discussion with Murugan



Harsheen, Shika, Taranpret at Guru Harkrishan Public School. Teacher Mrs. S Dhillion on the right

YOUTH ACTIVISTS IN NEW DELHI:

INTOXICANTS DRA

Behind the kiosk lies a small meeting place, and there is a routine behind what is to take place. The school's banners are in place, posters with tips for improving health, and a performance illustrating the damage caused by tobacco and alcohol consumption. The place is a hive of activity, for this is both information and entertainment. Not far off stands Murugan watching, and this time he also has something to say.

A MEETING WITH REALITY

"This confronts us with reality," says Harsheen Kaur. The 17-year-old goes to Guru Harkrishan Public School, and she wants to concentrate on an education in advertising and economics. It will turn out well. Her parents run their own headhunting agency, and she belongs to the middle class in India who are taking part in the evolution towards affluence.

Harsheen and her friends bubble with energy and next to studies the action group is one of the most important activities at the school.

"We have a tradition of social involvement in India and with groups like this we can be a part of that tradition. I think the authorities are taking the health problems in

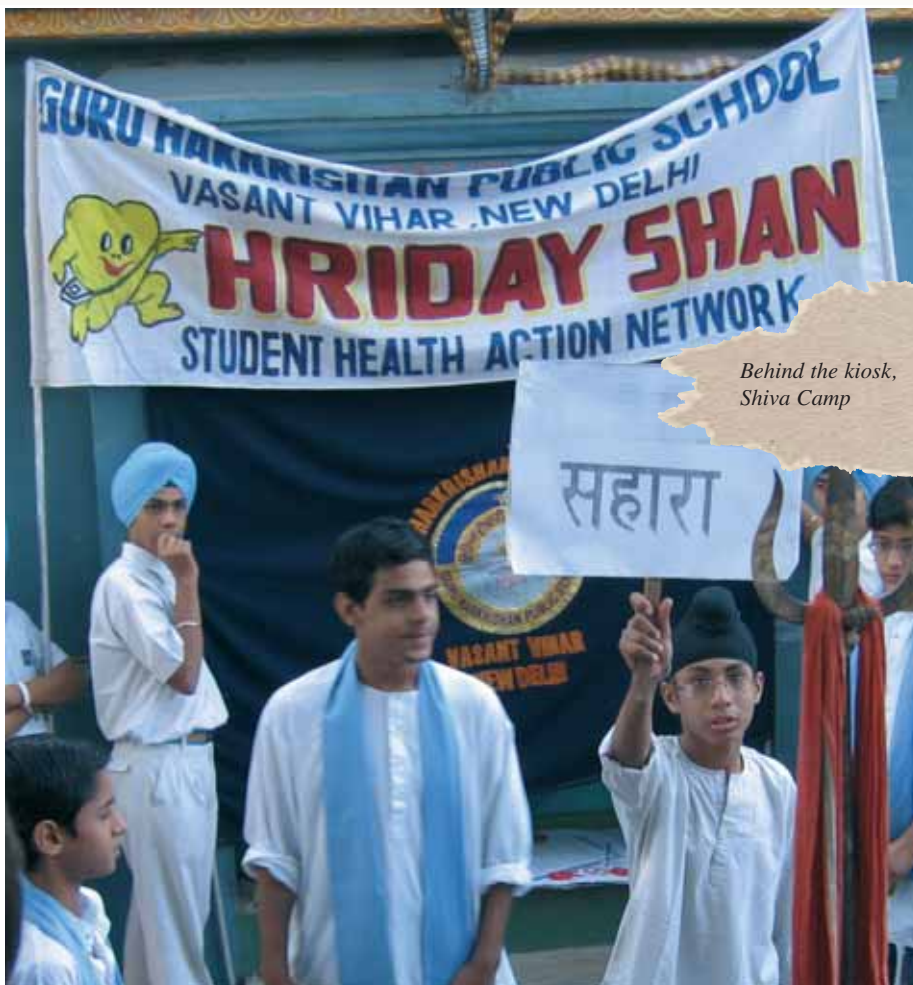
our country too lightly and I want to fight for greater resources and more money being allocated to health work that is directly linked to the poverty issue. Better health and education are what can propel people towards something other than a life below the poverty line," says Harsheen.

The singing and dancing behind us die away, and then comes the next item on the programme. "Talk to us, say what you think, eat healthy food and say no to tobacco, alcohol and other intoxicants!" Applause.

MURUGAN

"Say what you like, and let me have my arrack in peace," cries Murugan to Harsheen and the others. Then they gather round for a discussion that deals with class differences, privacy and empty words. "We are poor and we work hard to get by. Instead of complaining to a doctor I choose something to drink. I get a bottle of liquor for a few rupees and that's not bad at all when I want to relax and enjoy myself!"

A lively discussion breaks out and everyone smiles and laughs at the sudden rise in temperature in the discussion.



Behind the kiosk,
Shiva Camp

AIN AWAY OUR ENERGY!

It's hard to keep track of what's going on. We go home with Murugan instead.
"It's not far just over here – let's go!"

SHIVA CAMP

About 350 people live in Shiva Camp and it's far from being a tented slum. Murugan guides us through narrow alleys ending up outside his own door.

"Welcome, this is where I live," he says sitting down on a stone bench. His wife and two children peek out.

"I'm a driver for the state and earn quite a lot when I combine my income with what I earn from other minor jobs I have. I work long days and on my days off I have a little drink."

"But what about money for your family?"

"Of course I have money for my family – what sort of man do you take me for? It's the money from my extra jobs I want to spend on what I like. You can travel around, meet people and enjoy yourself everywhere, but that's not the way it is for me. Do

you understand? For me enjoying myself means being entitled to getting intoxicated and that's a right I want to have!"

Murugan is 32 years old, and has lived in Shiva Camp for 18 years. "I come from a place in the south of India, but my brother had a good job here in New Delhi, so I came here too. Now I have a wife, two daughters and a job as a driver. It's a good job, but do you honestly think living here is a good thing?"

Murugan glances up and down the alley and answers himself.

"No, forget me and my peccadilloes. I want this to be about my daughters. My children shall get an education and have proper jobs and proper homes. Perhaps they can become doctors and come back to their childhood camp and help out."

TOO MANY WORDS

"Besides, I wonder what difference it makes when people come visiting here with slogans, cameras and notepads," says Murugan. "There's a wealth of good wishes and understanding here, but things are just

as empty again when you leave. Do you see what I mean? No food or work will come of this. We live like mosquitoes here – we suck out money where we can, so we can go on living. Black money or white – who cares?"

"I can't see the affluent society the politicians say we're moving towards – I can only see that the rich are getting richer, and the poor, poorer! I honestly can't see why you people come here, when nothing more concrete happens that could help us move on in life!"

Murugan thanks us resignedly for the visit and we get up and leave. The field project for the Students' Health Action Network is over. The question is who learned most today.

FOOD FOR THOUGHT

"He's stubborn!" laughs Chaynika. "But he's also given us food for thought." We are back in the schoolyard and soon there will be a meeting to discuss the day's experiences.



20

INDIA

"With his driver's job, despite everything he is fortunate," Chaynika continues. "There are many who come by, many who just have a look and then go on their way. Today we only talked but sometimes we have something concrete with us. Books and writing materials for the children, for example. Those are the times I really feel that I am contributing something."

"I know I'm privileged because I'm in a family with a good income, but that can't stop me from going along to places like Shiva Camp. I dream about becoming a doctor and that's why I need to know and understand the reality around me."



On the way home to Murugan

MOBILIZATION FOR JUSTICE

In the school meeting room it is time for a brief recap before today's action is concluded. The young people are satisfied with the day and satisfied with the discussions. "Much of this is a question of local mobilization," say Harsheen, Shika and Taranpreet. "We see that the women and children must bear the burden when the men drink, and we see that access to intoxicants is becoming easier and easier in India."

"We don't want it to be that way! We are fighting for stricter controls on the sale of alcohol, and the removal of indirect advertising and roadside drinking dens, and we are protesting against an increasingly liberal attitude to alcohol! We will not give up!"



At home with Murugan.



DRINK DRIVING IN INDIA

When the Indian Alcohol Policy Alliance (IAPA) is going to formulate its plan of action for a better policy on alcohol in India, combating drink driving will be its first priority. Thousands of people are affected by the combination of alcohol and car-driving each year. In Bangalore most fatal accidents take place between 6 pm and 10 pm.

IAPA is planning a campaign in 2006 where the goal is both more research into the problem and information on how serious this problem is for India. In connection with the campaign IAPA will also demand that the authorities implement more breath tests in the country and provide better equipment for testing and revealing levels of blood alcohol.

Statistics on the problems linked to alcohol and driving are deficient in India. Dr Vinay Aggarwal, Secretary General of the Indian Medical Association and member of the board of IAPA, has studied the problem.

In addition to professional articles Dr Aggarwal has based his conclusions on talks with a number of public authorities, police, doctors, professional drivers and other car-drivers.

Recent statistics available, show nearly 400,000 accidents take place on Indian roads every year, resulting in the death of over 85,000 people and causing injuries to another 600,000 persons. In other words, 235 persons die and another 1600 people get injured/hospitalized every day due to road traffic accidents.

It is difficult to say what percentage of these accidents is due to alcohol.

However, two studies do give an indication: In the report of a WHO Multi-centre Collaborative

Study – Injury and Alcohol by Dr. Vivek Benegal of the National Institute of Mental Health and Neuro Sciences (NIMHANS), Bangalore, it was found that the proportion of injuries 'linked' to alcohol use was 58.9% of all injuries with 24% due to own drinking and 35% due to others' drinking. It was found that on the types of injuries amongst alcohol users 46% were due to road accidents.

A study from Kerala State conducted by the Alcohol & Drug Information Centre revealed that around 40% of the road accidents have occurred because the driver was under the influence of alcohol. In the case of accidents on national highways, more than 72% were related to drink driving.

Dr. Aggarwal points out:

- There are at least 5 to 6 truck accidents on a 200 km stretch of Sher Shah Suri Marg (National Highway towards New Delhi) daily. 50% of these accidents are said to be due to drink driving.

- A recent survey on drinking and driving in Delhi found that more than 45% of vehicles are driven by drivers who had consumed alcoholic drinks. The incidence of drink driving practices is increasing among students, younger professional drivers and women.

- Besides the swank pubs which are the toast of the city, smaller bars have sprung up along the highways

causing accidents to rise on these already dangerous roads. The abundance of liquor shops, bars and 'ahtas' on highways is the major causes for the rising incidence of fatal accidents on highways.

- The pub capital of India – Bangalore City – reports the highest number of road accident deaths on weekends between 6.00 p.m. and 10.00 p.m. and there is little reason to believe that this could be for any reason other than drink driving, say the city police,

- The police have very poor equipment for testing blood alcohol levels, and often car-drivers have left the scene of the accident when the police arrive. When car-drivers are traced, it is often too late to test blood alcohol levels. It is also a well-known problem that bribes are used to avoid fines or charges.

- Though the laws to check drinking and driving do exist in India, there is a need to effectively implement the law.

Dr. Aggarwal concludes by saying: An intensive drive against drink driving is needed to promote road safety. Alcohol causes deterioration of driving skills even at low levels and the probability of crashes increases with rising blood alcohol levels.

Source:

The Globe No. 2/2005

IAPA: White Paper on Drinking and Driving

SRI LANKA



WORTH KNOWING ABOUT SRI LANKA

Sri Lanka has just under 20 million inhabitants. The capital is Colombo, with 2.1 million inhabitants. The country gained independence in 1948. A cease-fire agreement in February 2002 halted the armed conflict between the authorities and the Tamils/LTTE. Norway is trying to arrange a difficult and fragile peace process. Life expectancy is 74 years. 92% of the population can read and write. Just under 7% of the population lived below the poverty line in 2002 (under 1 US dollar per day).

Source:

NORAD/Fact Sheet 2003, the Norwegian Ministry of Foreign Affairs and Politiken's travelogues.



Volunteers monitor newspapers every day to check for illegal and dubious advertising.

Sri Lanka lives with an understanding between the alcohol industry, the media sector and the authorities concerning what is acceptable marketing of products that can be linked to alcohol, and direct alcohol advertising is banned. The Alcohol and Drug Information Centre (ADIC) thinks that this understanding is under pressure and that the alcohol industry must be held responsible for the increasingly doubtful marketing.

"Marketing of beer is steadily increasing in this country and it seems to be very effective." That's what Kumari Welegedara says, the leader of the media section of ADIC, which monitors all types of marketing in the country with the help of young volunteers who take turns monitoring newspapers daily in ADIC's library. The section has statistics showing how consumption of beer has changed in Sri Lanka: In 1990 0.54 litres of beer were drunk per inhabitant over the age of 15. In 2001 2.95 litres of beer were drunk per inhabitant over

the age of 15. (Source: Administration Report of the Excise Commission Dept. 2003.)

"What has happened in these years is that our country and our young people have been introduced to a new alcohol culture," says Kumari.

"Beer has quite simply become a status symbol. When we see what sort of expectations a number of breweries have to the

MEDIA SURVEILLANCE:

SEARCHING FOR CONCE



growth of consumption in Asia, there is reason for concern."

MONEY TALKS

The Danish Carlsberg company sees Asia as an investment area and Sri Lanka is an important part of this market with its 18 million inhabitants. The company's activity in Europe is flattening out.

Things are different in Asia. Carlsberg is buying into collaborating breweries, resultant sales are good, and future prospects are even better.

In August 2005 Carlsberg bought 50 per cent of Cambrew in Cambodia. "The prospects for growth in the beer market are considerable," writes Carlsberg on its home page on the Net. The brewery points out that beer consumption is 6 litres per inhabitant in Cambodia today, while in several of the neighbouring countries it is 12 to 22 litres per inhabitant.

"Money talks," says Kumari Welegedara. "We don't look primarily for advertising posters – we look for the product placement that is increasing in scope, particularly on TV and in films. When Carlsberg bottles are visible minute after minute in a film, naturally we know what's going on. When the same brand of cigarettes is smoked by everyone in a film regardless of whether it is the messenger, office worker or director who is smoking, we also know what's going on."

CHARTING TV PROGRAMMES

Films on TV are very often viewed by children and young people all over the world. In 2004 ADIC analyzed all the films that were broadcast on all channels in Sri Lanka in the course of a week, and in the course of these days a total of 43 films were registered which showed the following:

- 40 out of 43 films contained scenes where alcohol and tobacco were present.
- Scenes where alcohol were present appeared about every 10 minutes.
- In 62% of the scenes alcohol was consumed in a positive, glamorous context.
- In 43% of the scenes alcohol was depicted as a means of solving problems.

180 episodes of various TV series were charted in the same period.

- In 43% of the episodes alcohol appeared in several scenes.
- Such scenes lasted for about 30 seconds, and appeared about every 10 minutes.
- In 52% of the scenes alcohol was consumed in a positive, glamorous context.
- In 41% of the scenes alcohol was depicted as a means of solving problems

BREACH OF CONFIDENCE

Kumari retrieves the pictures that document product placement, among others by Carlsberg.

"Look here, in film after film we see the same pattern. Only by means of thorough and patient monitoring can we prove the extent of this, thus proving that both the alcohol and tobacco industry are now sabotaging the authorities' understanding of what should be legal or not within marketing."

"The industry is challenging a tradition of collaboration based on trust, and increasingly provides us with evidence that Sri Lanka needs clear, strongly-worded legislation for regulation of marketing."

STRATEGIES TO ADDRESS ALCOHOL PROBLEMS

In 2005 FORUT published a book on strategies to combat alcohol as a problem area. The book was written by Professor Diyanath Samarasinghe of the Faculty of Medicine, the University of Colombo: Sri Lanka.

"There are many things we do with good intentions. Some of these undoubtedly improve our world. But a good part of our effort goes to waste for lack of a clear enough idea of how best to get the results we want."

This is the starting point of a book written by Professor Diyanath Samarasinghe, University of Colombo: "Strategies to Address Alcohol Problems". The book is a tool to achieve better results in alcohol prevention by basing strategies on available knowledge, a systematic approach to setting aims and choosing interventions, and by learning from experience.

The "strategy" concept in the book is used as "a broad approach to understanding and dealing with the fundamental issues relating to alcohol use and its consequences". The main part of the book is a model for developing policies and interventions in a systematic way, learning from implemented activities and refining our understanding of what works and what does not work. The model is illustrated by examples and documentation throughout the text.

Professor Samarasinghe develops strategies on three levels: Community action, national responses and global strategies. Before entering into the three levels of strategies, the author answers the question: "Why is a response needed?" In this chapter professor Samarasinghe gives an introduction to the full range of alcohol-related problems, as well as presenting some basic facts about the size of the problem. Given the broad range of adverse consequences of drinking, the author discusses a correspondingly broad strategy to address the alcohol problems.

The book "Strategies to Address Alcohol Problems" is one of the elements of the FORUT project "Alcohol, Drugs and Development".

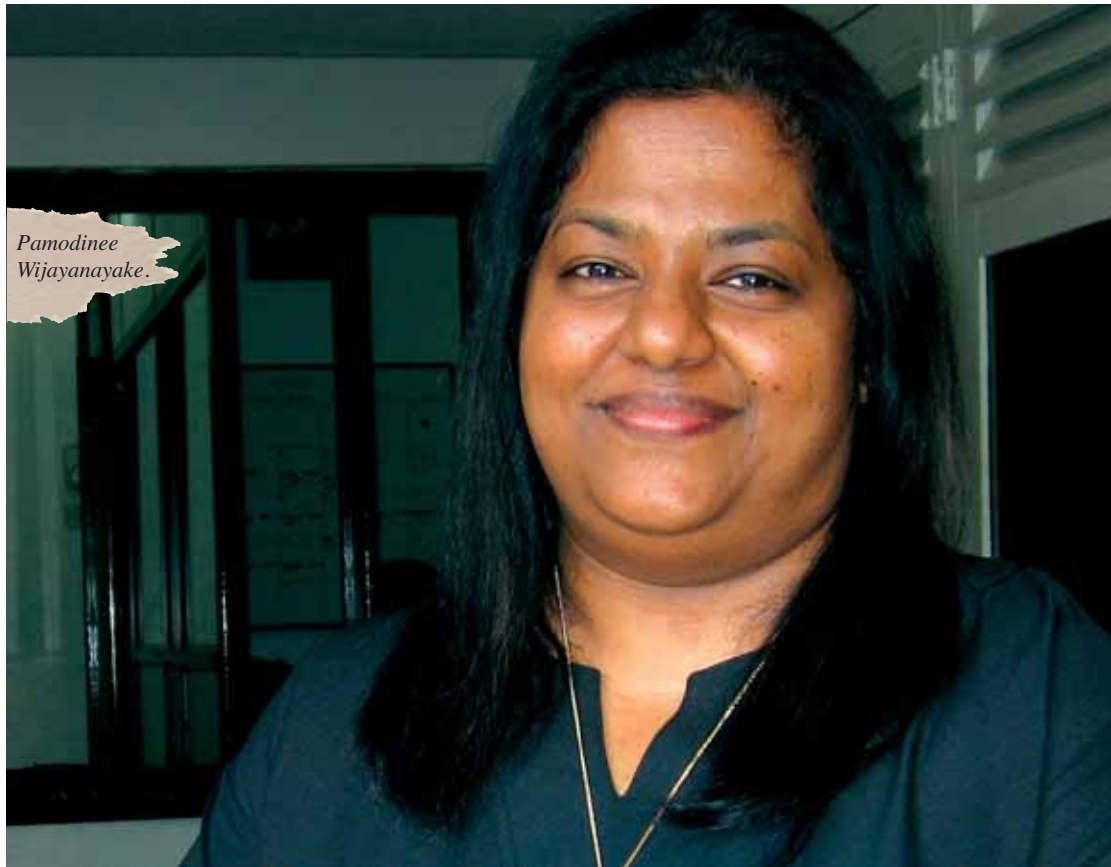
It can be bought via FORUT's main office in Gjøvik.

EALED ADVERTISING

SRI LANKA

While the big breweries are working for increased market shares and higher sales, there is a small group working for the opposite in Sri Lanka's capital, Colombo. Where the alcohol industry is allocating huge budgets to advertising and lobbying, others are employing volunteers in the struggle against increasing alcohol consumption.

Pamodinee Wijayanayake.



For 20 years ADIC has been a centre of documentation and education concerning alcohol and damage due to alcohol on this tropical island. About 40 volunteers and 30 staff are facing up to powerful forces. Pamodinee Wijayanayake is leader of ADIC and she says that their work has a simple but important goal:

"We know that if alcohol consumption decreases, then the number of injuries will also decrease. Less alcohol consumption results in less violence in the home – it's that simple. We want alcohol policy to be about our children's right to care and security, about people's health, not about tax revenues and business policy. We do not want our country to be a free and tempting market for breweries experiencing stagnation in other markets."

REINFORCES THE POVERTY ISSUE

ADIC has carried out studies that show that almost half of those who live in slum areas in the city consume alcohol. The consequence of this is that as much as a third of a family's income may go to alcohol.

"Thus alcohol is becoming a deeply serious problem for far more than those who drink. A new tendency we're

now seeing is that the percentage of young women who drink is rapidly increasing."

Pamodinee emphasizes that it is alcohol abuse among the poorest that is most visible to most people, but she also points out that the problem is also great among other groups.

"Among both rich and middle-class young people alcohol consumption is on the increase. That is why it is important that preventive work is not exclusively directed towards the poor," she says.

A CENTRE FOR DEBATE AND OPINION

ADIC began as a voluntary organization in 1990, with support from the FORUT aid organization in Norway. In the course of the past decade and a half, through its work ADIC has been recognized as an important resource centre within the documentation and information sector concerning intoxicant affairs, and in 2001 Pamodinee became a member of an advisory group for alcohol matters in the World Health Organization.

"But we are more than a resource centre – we are a centre for debate and opinion," says Pamodinee.

THE ALCOHOL AND DRUG INFORMATION CENTRE, ADIC, SRI LANKA:

A FORCE OPPOSING ALCOHOL CAPITAL

"Through educational projects in villages and schools we are increasing people's knowledge about alcohol and mobilizing people to take action against those problems they themselves see and personally experience. It's a question of individual local problems linked to family economy and health, but also to questions of welfare for the whole village population. We want factual information to be the point of departure for questions and discussions linked to intoxicant use. People themselves must take a stand on the problems they see coming in the wake of alcohol consumption. In this way we can achieve social mobilization that we see does work."

DOCUMENTATION

In the library in ADIC a broad sample of the country's newspapers are checked every day, in the search for violations of the Marketing Act.

"We look for and find examples of violations of the regulations every day, or we find examples of what we think is unethical advertising," says Pamodinee.

She shows us a special cupboard with advertising articles and children's toys containing concealed advertising messages.

THE WAY FORWARD

The alcohol industry in Sri Lanka is notorious for its ability to slow down and halt attempts at change and restrictions in alcohol policy. Nor is Pamodinee particularly optimistic about changing the country's policy on alcohol.

"We have a pragmatic policy, which only to a small degree takes into account that alcohol consumption is an increasing problem in our society. In the last 10 years we have seen policy proposals bounce backwards and forwards between researchers and politicians and nothing has happened."

"I actually believe that when politicians say that they will look at alcohol policy, then there is only one agenda, and that is a warning to the alcohol industry that it must fork out more money and sponsorship funds to the political parties and their backers!"

"Still, I would like to be optimistic," says Pamodinee. She says that the regulations governing health warnings concerning tobacco are better today than ten years ago, and a campaign against the use of tobacco in films has been effective.

"Our volunteers have protested against the tobacco industry, and we are gradually seeing a tightening of the regulations for marketing, and we are now seeing that many places are becoming smoke-free zones. We will also use this method to convince people that alcohol consumption is linked to health problems. I think we can mobilize people socially in a way that crosses village boundaries and that will require our politicians to act effectively to combat the culture of intoxicants. However, what limits us is the lack of money for this work; otherwise we could increase our activity and efforts and respond to the aggressive marketing we see by the alcohol producers."

THE WORLD HEALTH ORGANIZATION, WHO:

A PUBLIC HEALTH PROBLEM

In May 2005, during its 58th World Health Assembly in Geneva, WHO passed a resolution about public-health problems caused by harmful use of alcohol. It was the first time for almost 20 years that the organization had put alcohol as a public health problem high on the agenda.

Based on current knowledge, the 58th World Health Assembly is asking the member nations of WHO to develop and implement effective strategies and programmes to reduce alcohol problems. It is emphasized that both governmental and voluntary agencies and organizations must take part in this work.

WHO's Director General is being asked to submit proposals and recommendations for an effective alcohol policy for member countries, which may lead to a decrease in alcohol-related health problems. The Director General is to report back to the 60th World Health Assembly in 2007 regarding how this work is proceeding.

An important reason for WHO's involvement is alcohol's contribution as a cause of impaired health and early death. The World Health Report 2002 presented an analysis of more than 20 health risk factors, and the report concluded among other things that: "Public health problems associated with alcohol consumption have reached alarming proportions, and alcohol has become one of the most important risks to health globally. It is the leading risk factor in developing countries with low mortality rates and ranks third in developed countries."

The World Health Report 2002 documented that in 2000 alcohol use was responsible for 4.0% of the global burden of disease, slightly less than the damage caused to society by tobacco use (4.1%) and high blood pressure (4.4%). Furthermore, globally use of alcohol is estimated to have caused 1.8 million deaths, or 3.2% of the total, in 2000. In developing countries with low mortality alcohol consumption contributes to disease, injury, disability and premature death more than any other risk factor.

In the resolution from the World Health Assembly the member states point out that

they are concerned about the development of health problems linked to harmful consumption of alcohol in member nations, particularly amongst young people. Car-driving under the influence of alcohol, and consumption of alcohol at the workplace and during pregnancy, are other areas of risk singled out.

Development in the direction of increased alcohol consumption leads to economic loss for these countries, through lower productivity, reduced economic development and higher expenditures within the social, health and justice sectors. The resolution also places emphasis on the connection between alcohol consumption and the spread of related health problems, family violence and other social problems.

In a WHO-sponsored study under the leadership of Robin Room, an international group of researchers point to the danger of alcohol problems increasing in developing countries that succeed in creating economic growth and increased purchasing power. They point out that "awareness of and a policy focus on alcohol problems as well as resources to alleviate them remain scarce in the developing world." This is creating the basis for "an epidemic rise in alcohol problems in the course of social and economic development". On the other hand Robin Room and his fellow researchers consider that "the research evidence clearly indicates that governments possess the powers and policy levers to reduce and prevent alcohol problems."

Sources:

WHO: World Health Assembly, Resolution 58.26 Public-health problems caused by harmful use of alcohol, May 2005.

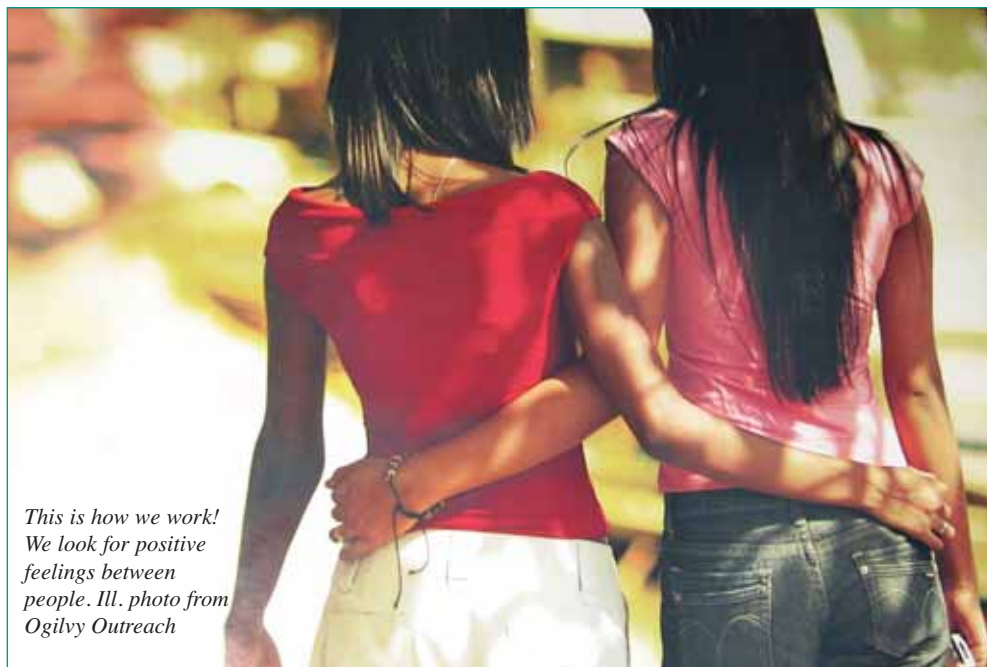
Robin Room et al.: "Alcohol in Developing Societies: A Public Health Approach"; Finnish Foundation for Alcohol Studies in collaboration with WHO, 2002.

SRI LANKA

Ogilvy Outreach is a creative advertising and PR agency in the centre of Sri Lanka's capital, Colombo, but the agency doesn't earn as much money as it could. The reason is that the agency says no to assignments from the alcohol industry for ideological reasons.



Sandya Salgado, owner of Ogilvy Outreach



*This is how we work!
We look for positive feelings between people. Ill. photo from Ogilvy Outreach*

"My ideals as a businesswoman are the same as the ideals I have at home in my own family," says Sandya Salgado. She is the general manager and owner of the agency which in six years has climbed from 2 to 53 employees. The company takes on commercial assignments and specializes in the development of creative sales campaigns for its clients.

ROLE MODELS

"From the very start it was clear that we would not take on assignments for the alcohol and tobacco industry, for political parties or for religious groups." Sandya sits solidly in her manager's chair with her unassailable idealism, knowing that this means lost income.

"Of course it is obvious that my choice is visible as a poorer bottom line in our accounts but we've learned to live with that. Naturally, it is not an easy choice and three years ago we were contacted by one of the breweries that wanted us to work for them. Such an inquiry could lead to big money and great creative challenges, so it is obvious that it is hard for a commercial enterprise to say no. We had a sharp exchange of views internally, but our principles remained immovably in place." Sandya says that she could not be responsible for her own or other people's children if she were to promote marketing of products everyone knows can have a harmful effect on individuals and families.

COMMUNICATION AND CREDIBILITY

"Actually I'm both surprised and disappointed that more people are not as idealistically oriented in the way they approach their work," Sandya continues.

"For us it's a matter of having to believe in our clients and their products before we can ask others to do the same, and I think that's a very simple rule."

"Your company is part of an international network. How can you resist the pressure from there?"

"By not allowing discussion of our choice – quite simply there is nothing to discuss, and I am undoubtedly known as "the difficult lady in Colombo!"

NEW TIMES DEMAND NEW METHODS

Sandya is a businesswoman who makes money despite the agency's limitations, and she is also very interested in making money.

"Of course, and I believe our future lies in uniqueness and creativity, so that we must develop the best methods of disseminating information. For example, we have linked up with a network of young people who work on individual assignments throughout the country. Young people are better trendsetters than anyone else. When the alcohol industry uses trendsetters it utilizes an extremely effective influential force."

Sandya well knows that such trendsetters are found everywhere and that European men and women are paid to smoke and drink certain brands out on the town for example in Colombo. "I'm against that, but still have to admit that we also use trendsetters. I think that the big difference is that we do not market health-threatening products."

AN ADVERTISING AND PR AGENCY IN SRI LANKA:

SAYS NO TO THE ALCOHOL INDUSTRY



Norway is the first Western country, to include prevention of alcohol and narcotics problems as part of its aid strategy. Three billion children in the world are an important reason. It is children who suffer in the wake of growing intoxicant problems in developing countries.

“THREE BILLION REASONS”

In March 2005 Norway's Minister of International Development, at that time Hilde Frafjord Johnson, presented a new development strategy for children and youth in the South. It is a comprehensive strategy which focuses particularly on poverty, children's health, educational opportunities and protection of children's rights. "Poverty affects children and youth very seriously. It's high time we got a strategy for children and young people in developing countries. We've called it "Three Billion Reasons" – every single child deserves a chance," said the Norwegian development Minister in her speech during the presentation.

INTOXICANTS – AN OBSTACLE TO DEVELOPMENT

The child-oriented strategy points to intoxicants as an obstacle to development: "Alcohol and drugs are serious obstacles to development and represent a poverty problem that affects children and young people in particular. While the rich countries of the world are increasingly limiting the sale and use of tobacco, alcohol and drugs in order to protect children and young people, the use of these substances is increasing sharply in many developing countries. Due to the lack of regulation and control of the sale and marketing of these substances, many developing countries are vulnerable to strongly growing commercial pressures. Substance abuse often has the strongest impact on the most disadvantaged groups, including children and young people."

The Norwegian Government emphasizes the need for international collaboration in the struggle against intoxicant-related problems and points out that Norway wishes to see that the World Health Organization (WHO) plays a leading role in the campaign against the damage caused by alcohol. "An increasing number of countries are adopting the WHO Framework Convention on Tobacco. There is no such convention on alcohol. Broader, more committed international co-operation is essential in order to protect children and young people from both legal and illegal substances. In co-operation with developing countries, Norway will help to counteract the enormous negative marketing and advertising pressure that is exacerbating the situation."

EXPERTISE REGARDING SUBSTANCES AND DEVELOPMENT

Integration of the alcohol and drug issue in development strategies will also require development of expertise in the aid milieu. This is a challenge that the Norwegian authorities have taken seriously. The Norwegian Agency for Development Cooperation (Norad) has challenged FORUT to develop such expertise. Norad provides annual support to the FORUT project "Alcohol, Drugs and Development" (ADD). The expertise developed through the ADD project will benefit aid organizations and authorities, both in Norway and abroad.

ALCOHOL AND POVERTY

In 2003 the FORUT report "Alcohol and poverty" was published. It was a study of alcohol pro-

blems in some ten poor regions of Sri Lanka, both in rural areas and in slum areas in the cities. "The effect of alcohol consumption on the local community is extensive. It's not merely a question of the money spent on alcohol, but also the effect intoxicant use has on people's behaviour and norms," says Senior Researcher Bergljot Baklien of the Norwegian Institute for Urban and Regional Research. She has led the survey along with Professor Diyanath Samarasinghe of the University of Colombo. Ten per cent of the men asked in the survey reported that they spent their whole income – and even more – on the purchase of alcohol. Another finding was that alcohol consumers largely underestimate how much of the household budget goes to the purchase of alcohol.

Baklien relates that these drinking norms are carried over into daily life, thus breaking down previous norms in the long run. This seriously affects women and children. "There's a carry-over effect from what you can do when you're drunk to the usual norms when you're sober. This is a sad development. It applies in particular to men's attitude to violence and to women – or more often to both," says Baklien.

Sources:

"Three Billion Reasons, – Norway's Development Strategy for Children and Young People in the South" The Norwegian Ministry of Foreign Affairs, March 2005.

Baklien and Samarasinghe: Alcohol and Poverty in Sri Lanka, 2003.

MALAWI

It's a hot November morning in Malawi, and everyone is awaiting the rain. The drought in 2004 has meant that at least 5 million people are threatened by famine, according to the country's own overview. Malawi is overpopulated, undernourished and poverty-stricken, but there is plenty of Danish beer available. The Danish Carlsberg company has such a prominent place that the brewery practically colours the towns green with its message: Probably the best beer in the world.

Penston S Kilembe, Director of Social Welfare Services in the Ministry for Gender, Youth and Community Services



The first sign on the way to the capital from the airport in Lilongwe

DANISH BEER IN AFRICA:

GREEN

"Imagine having a private jet at your disposal that could take you anywhere in the world on an all expenses paid, seven-day vacation with seven of your friends. Tokyo, Sydney, Rio - anywhere". That's how Carlsberg introduced its big holiday campaign in 2005.

In February 2006, along with seven friends, the winner travelled for seven days at Carlsberg's expense. The trip went by commercial airline to Southeast Asia, then on using Carlsberg's private aircraft to destinations in Malaysia, Thailand and Singapore. The trip of a lifetime for a warehouse foreman at a car workshop in one of the world's poorest countries. A not insignificant amount of beer consumed during the campaign period was fully rewarded.

November 2005 was a busy time for Southern Bottlers Ltd., which brews Carlsberg in Malawi. The brewery transferred traditional TV advertising in the entertainment sector on Malawi TV via the "Win your private jet" competition. For several weeks the Carlsberg campaign travelled across the country with its competitions and its parties, presented in a series of TV programmes. The message could scarcely be presented more clearly: "Carlsberg beer makes your dreams come true and fuels the bright side of life."

TV pictures of the parties and prize draws are shown again and again on screen, and an endless series of young people hoist their bottles in the air on prime time TV. It is a strange experience to see such unfettered marketing, quite different from the much more severely regulated advertising we know from Carlsberg's home market.

The competition was drawn on 12 November 2005, and in February 2006 the winner availed himself of the dream holiday which was the first prize. Along with his friends it is said he sent in over 1000 shares in the lottery, and each share consists of the plastic inside lining of four Carlsberg corks. Malawi is one of 15 markets where Carlsberg promised prizes in the form of private holiday

EXTREMES

The jet plane campaign seems almost unreal when you leave the towns. Outside them it is a matter of life and death for millions of people. Where it would normally be busy around the cooking fires for dinner, now there is an ominous silence. There is nothing with which to cook.



TOWNS

HOPING FOR GROWTH

Elias Iman is marketing manager for the brewery on the outskirts of Blantyre and he is proud of the results they are achieving in the country.

"The TV competition 'Win your own jet' is the biggest thing we've ever attempted in the field of brand-building and marketing, and it's not certain that we will do the same thing again. However, we are also satisfied with the outcome of our street parties, which we arrange several times a year in the major cities around the country. Then we close off whole streets for 24 hours and serve up good music and subsidized beer. These are parties that have been attended by 20,000 people at a time."

According to Carlsberg each Malawian drinks an average of 9 litres of beer per year, while each Dane drinks 94 litres.

In Malawi poverty means that very many people don't drink at all. The brewery saw a steady rise in sales under the Banda government up to 1994, but since then the country's economy and people's purchasing power have steadily lost ground. Over time the brewery in Malawi hopes and expects fresh growth, both for the country and for the company.

"At any rate there is no doubt that we have a great potential for growth, as long as the average consumption is as low as today," says Elias Iman. Naturally enough the commercial assessment is quite different from an assessment from the point of view of social policy.

AN OBSTACLE TO DEVELOPMENT

Penston S. Kilembe has a view of Parliament from his office on the fourth floor of Gemini House in the capital Lilongwe, a few hundred kilometres farther north in Malawi. He is the Director of Social Welfare Services in the Ministry for Gender, Youth and Community Services, and he is concerned about the acute famine and a number of negative development features in the country.

"We have an unemployment rate that we don't have accurate figures for, but at any rate it is running at far above 40 per cent. This is leading many people into poverty and apathy, which again results in disruption of families, increasing criminality and a wave of young people who drop out of school. In the next phase these young people become a particularly exposed and vulnerable group in relation to criminality and prostitution as a source of income. These are problems that have long-term injurious effects, and that hinder development for more and more generations of Malawians," says Kilembe.

He thinks that increasing consumption of alcohol is a strong contributing factor to the problems and is worried that there are no forces opposing this development today.

"In the early 90s we had information campaigns and attempted to influence attitudes around much of the country in collaboration with the

Several years of drought have emptied the stores of maize, and the authorities have declared a state of emergency in the country. Famine approaches day by day, at the same time as the fields are being prepared for the sowing of maize which at best can ensure food in 4-5 months. Along the roadside ripe and unripe mango is being sold; soon that will be the only food left for many people. There are extremes in Malawi.

While hunger spreads in the rural areas, much of life continues unabated in the towns.

A THIRSTY DANE

On its own Internet pages Carlsberg tells the story of a Danish public servant who in 1967 was on a visit to Malawi, and who to his great despair did not find the fine, crystal-clear beer he was used to from home. This led to Carlsberg building its first brewery outside Denmark precisely in Malawi in 1968. Today Carlsberg owns a good 50 per cent of the shares in the brewery, which has at least a 97 per cent share of the market for so-called clear beer in the country.



Bar in Devil Street, Lilongwe



WORTH KNOWING ABOUT MALAWI

Malawi has about 12 million inhabitants. The capital is Lilongwe with between 300,000 and 400,000 inhabitants.

The country became independent in 1964 with Hastings Banda as the first president. In 1971 he became president for life, but he accepted free elections which he lost in 1994.

Malawi is one of the world's poorest countries. According to the UNDP more than 41 per cent of the country's population live below the poverty line, which is defined as one US dollar to live on per day.

The country's own calculations show that a large part of this group live on much less.

Agriculture provides work and income for between 80 and 85 per cent of the population through small-scale tobacco cultivation and tilling the land, while the commercial farms take up 20 per cent of arable land.

Tobacco cultivation has stood for between 50 and 70 per cent of export revenues in recent years.

Malawi is now Africa's largest tobacco producer. The country is also the continent's second largest tea producer after Kenya.

Source:

The Norwegian Ministry of Foreign Affairs.
Asbjørn Eidhammer;
"Malawi - eit lite land i Afrika"
(Malawi - a Small Country in Africa), Kolofon forlag, 2005.

International Labour Organization. One important message was that alcohol consumption damaged productivity in both industry and agriculture. It was a powerful, concrete message that put the problem straight into an economic context that many people took seriously."

"We conducted surveys that showed that sick leave in industry and the public sector rose noticeably around the days when wages were paid and there is no doubt that this was connected with alcohol consumption," says Kilembe.

"There is increasing concern about use of other intoxicants too, but it is important that we maintain a strong

focus on alcohol as the source of intoxication that affects most people in this country. Right now we've lost that focus," says Kilembe.

KUCHE KUCHE IN DEVIL STREET

There's a street that branches off from Lilongwe's busy marketplace. It is colourful during the day and notorious at night. Ironically enough it's called Devil Street, and we meet freelance journalist Vitima Ndovi at The Woodpecker Bar and Resthouse. Behind the grating stand rows of branded beer along with Kuche Kuche. That is the partly Carlsberg-owned brewery's cheap local beer variant. The name could be translated as "till daybreak".



*Local drinking
den in Lilongwe*

Vitima laughs and tells us that the beer is slightly weaker than other brands and that the message means that it can be drunk till the early morning. "This is not my favourite place, but it's quite typical of many such places in the town," Vitima continues. "Devil Street is notorious for crime and prostitution and its bars are the meeting-places."

Vitima Ndovi emphasizes that it is also a matter of more than serious social problems. "For very many people this is a part of the daily routine after a long working day. Some people obviously have too much to drink, but for many of us it represents a social meeting-place." Vitima takes



us along to the popular Third World Bar and we eat grilled meat straight from the barrel grill.

"We're not so occupied with the drink and drugs problems when we're sitting here – we're more occupied with politics and society. Our country is still struggling with increasing poverty and corruption ten years after we got rid of the Banda dictatorship. Why is it like this? What went wrong?"

A SYMBOL OF THE PROBLEM

"Devil Street in Lilongwe is a clear example of the country's social problems," says Penston S. Kilembe. "Concentrated in one area we find many of the negative forces we are struggling against, such as high unemployment, crime, prostitution, HIV/AIDS and family violence. It is quite obvious that the alcohol culture in such environments lies very much at the root of the social problems we can see developing in and around our cities. Countermeasures are urgently required."

Kilembe manages a social welfare department that is handicapped by lack of money, like so many other departments.

"We have a law prohibiting drink driving, but we have a police force that lacks the resources necessary for effective checks. We have a law prohibiting the sale of alcohol to young people under the age of 18, but we don't have an agency to enforce it. We have a law regulating opening hours for bars and pubs, but those who break the law do so with impunity."

"When the public sector must concentrate increasingly on providing food aid to millions of people, this leads to breakdowns in other important areas of society," says Penston S. Kilembe. He says that Malawi needs tougher measures against alcohol consumption and alcohol sales. He is critical of unfettered marketing. "You can see it yourself; everywhere in our town we can read about what is probably the world's best beer, without anyone protesting to the industry. Carlsberg is becoming a symbol of affluence and success. Naturally, the breweries must safeguard their interests within the legal limits, but the message being presented is a

dangerous one when it is allowed to stand unopposed over a long period of time."

A PROUD BREWERY

Kondwani Mkandawire is a proud beer brewer in Blantyre, and as a shift brewer he is responsible for production meeting strict quality requirements.

"Previously we had a number of unfortunate episodes where quality was not up to par, but after toughening up our own in-house control, today we have a product that meets the highest Carlsberg demands," says Mkandawire. He inspects the brewing vats, where the beer is ready for drinking after a process that takes 16 days. The brewery in Blantyre can produce up to 350,000 hectolitres of beer a year, but he is wary of saying exactly how much is actually brewed for competitive reasons. The company assumes that its local competitor, Chibuku, produces just as much as Carlsberg, but doesn't regard it as direct competition since their maize-based type of beer is very different from the clear Danish beer. Today Carlsberg is one of Malawi's biggest employers.

A WISH FOR CHANGE

From the fifth floor of Gemini House Penston S. Kilembe agrees that Southern Breweries Ltd and Carlsberg are an important employer and source of income for many people. "Of course I am not out to close down the brewery, but I am out to see more common sense and responsibility around marketing and consumption in Malawi."

"What do you think must be done?"

"I would introduce limitations on the number of bars and pubs and on opening hours. Moreover, I am a strong supporter of a ban on alcohol advertising. In addition to this we also need resources for our efforts to influence people's attitudes, and for information in schools and other places on the sort of problems that follow in the wake of alcohol consumption. Another important problem for Malawi is that we don't have effective checks to reduce drink driving and illegal sales of alcohol. We cannot continue like this."



Vitima Ndovi.



Kondwani Mkandawire.

MALAWI

The Youth House in the SOS Children's Village in Lilongwe. The beginning of an independent life, and we meet five of the young people living here

Agatha Dambo.



THE YOUTH HOUSE, THE SOS CHILDREN'S VILLAGE IN LILONGWE:

THE GLOBAL NE

Christopher, Joseph, Melliner, Dave and Agatha are five young people between the ages of 16 and 19, with five starkly gripping stories. Christopher was the first of these young people to come to the Children's Village in August 1994.

"The Children's Village was new, and I was among the first to come here. I was 8 years old. My mother and father were dead. I stayed with my uncle's family where we were six children. He was a driver, but he didn't have enough money for food for everyone, so then I was moved here. I didn't understand very much of what was going on at that time, except that times were hard, and there was too little food in the house. I'm glad they let me come here, but I've kept in touch with my uncle's family."

They all tell the same story. AIDS kills parents in their thousands each year in Malawi, but it's a difficult subject to mention. The disease is linked to shame, and it feels

easier for surviving relatives when the cause of death is given as pneumonia, which is often what kills the sick. "There are many people here with very complicated backgrounds," says Weecha Khonje, leader of the Youth House. "When the Village opened, there were many who had lost one or more of their parents, but gradually we have been forced to make the criteria for admission to the Village even harder. Today virtually all of them have lost both parents, and children have to be in an acutely life-threatening situation to get one of the 200 places in the Village."

THE YOUTH PARLIAMENT

Agatha is 16, and has lived here since she was five. Her grandmother took over care of Agatha and her sister when they were about three years old, but she couldn't get enough food. "She was a kind, old grandmother, and she died in the year 2000," Agatha relates and adds that both sisters have grown up in the Village. Agatha attends upper secondary school and wants to study journalism or



Christopher, Joseph, Melliner, Dave and Agatha. Five young people aged between 16 and 19 with harrowing stories to tell

NETWORK IN MALAWI

social science. She is also a member of Malawi's Youth Parliament, which held its last meeting in August 2005.

"We're part of a global network fighting against exploitation of children. In our own country and others we see that increasing poverty results in children being exploited sexually and in other ways. Poverty means that children lose their safe family frameworks, and this deprivation creates a nursery for crime and intoxicant abuse."

"Here in Lilongwe we see children as young as 13 developing alcohol and drug problems, and at my school there are many pupils who drink," says Melliner. "We have friends who are struggling tremendously at school, but who nevertheless get high, primarily on beer, and they say that it improves their abilities. A carton of the local Chibuku beer costs a little over 30 cent (0.3 US dollar) and is

never hard to obtain. Those who come from wealthier families buy Carlsberg."

"We have learned about how dangerous alcohol is in the SOS Children's Villages," say Joseph and Dave. "But in the state schools nothing is taught about this subject. The subject is ignored everywhere, so nothing is done, even though the consequences are clear."

"In what way?"

"I don't see anyone solving any problems with alcohol – I only see the opposite," says Agatha. "Small problems grow bigger, and many children more and more often play truant, and finally they stay away for good. In recent years we have seen a sharp increase in the number of young people who drop out of school. Now there are a number of humanitarian organizations that are initiating projects aimed at doing something about the problem."

STOP THE ADVERTISING

"In the Youth Parliament in August we discussed this matter and we believe that it has much to do with the alcohol culture. Advertising contributes to giving alcohol status. The more money you have, the better beer you drink. A green Carlsberg in your hand is a status symbol for many young people. The Youth Parliament believes for example that the authorities must ensure that there are checks in place and enforcement of the law that states that no one under the age of 18 shall be allowed to buy alcohol."

"I myself think too that someone should take responsibility for closing all those places that sell beer and spirits illegally," Agatha adds, before she and the others have to go back to school.

MALAWI

CARLSBERG

– A PART OF THE GAME?

As a responsible brewery Carlsberg is concerned with how it markets its products. On the brewery's home page on the Internet we find the company's "Code of Marketing Practice", describing guidelines for responsible marketing.

One of the points in the guidelines states that an erroneous impression of the actual effects of alcohol shall not be given ("Misrepresentation of the effects of alcohol"). Carlsberg writes: "We should never create the impression that consumption of alcoholic beverages enhances mental ability or physical performance. For example, where sports are featured, our communication should focus on consumption of alcoholic beverages outside the actual sporting activity."

On a roundabout in Malawi's capital, Lilongwe, stands a 6-8 metre-long advertising poster that demonstrates that theory and practice do not always cohere...



The SOS Children's Village, a little oasis of safety and security for close on 200 children is situated some kilometres outside the centre of Lilongwe. Those who are allowed to move in come because the SOS Children's Village thinks their lives have been in danger as a result of hunger or lack of care.

Today about 400 children are living in two SOS Children's Villages in Malawi. This will increase to 600 when a third Village opens in the city of Blantyre in the south in spring 2007. Nevertheless, this is a very small number when we know that more than 1.2 million children have lost one or both of their parents. The country has a strong tradition of the extended family taking over the care of these children. However the HIV/AIDS crisis is so extreme that this tradition no longer functions in many places, simply because there are too many children and too few adults in many families.

Jeremy Sandbrook is national leader of the SOS Children's Villages' activities in Malawi and he believes the country is struggling with a large and increasing alcohol problem. "Our children are coming from such extreme poverty that I cannot say that alcohol is the direct reason they are here. It's purely and simply that these people have no money at all for alcohol or anything else. Nevertheless there is no doubt that it is precisely alcohol that is a contributing factor to many of the social problems this country is facing." Jeremy says that he experiences an alcohol culture where men in particular may spend

JEREMY SANDBROOK IS LEADER OF THE SOS CHILDREN'S VILLAGES IN MALAWI:

ALCOHOL – A GREAT AND INCREASING PROBLEM!



large parts of their income on alcohol, and this has a direct effect on the family's economy.

It is the women's incomes that save the families," Jeremy continues. "There is little focus on moderation and this leads to extensive drinking. This again leads to less safe sex where more and more people become HIV infected. As in many other countries it is also the case that domestic violence is directly linked to alcohol consumption. Since the whole subject is shameful and taboo, it receives much too little attention. Another example is the fact that drink driving is frighteningly prevalent in the country. Actually this problem is so great that I personally am very sceptical about taking to the streets in the evening or at night."

"Moreover, it is important to be aware that this problem is on the increase first and foremost in middle class families in the cities, who can afford alcohol. We're seeing a development where no counter-forces currently exist, simply because the country does not have the economic resources to



implement programmes designed to alter attitudes or provide alcohol-related health information. There is a legal ban on driving under the influence of alcohol, but there is no money for equipment and road-checks to enforce such a law."

"What can be done to achieve a solution to these problems?"

"There is a definite need for an initiative aimed at providing information and influencing attitudes, and linking the country's alcohol culture direct to the country's growing HIV/AIDS crisis, domestic violence and road safety – the three major problem areas. These problem areas are also directly linked to the health, safety and care of children. They illustrate how alcohol abuse is a fundamental problem that is linked to development issues for Malawi," Jeremy concludes.

MALAWI

There are two dates related to freedom in Malawi in modern times. In 1964 Hastings Banda became the country's first free president after independence from Great Britain, and in 1994 the same president was deposed after 30 years of dictatorship. Banda started off democratically, but ended up as lifetime president bent on persecution and subjugation of his political opponents. It was only after 1994 that free organizations could be built up, such as the Centre for Alternatives for Victimized Women and Children, CAVWOK.



Sekone Phiri and Frank Kasonga, CAVWOK.

CENTRE FOR ALTERNATIVES FOR VICTIMISED WOMEN AND CHILDREN, CAVWOK:

BREAKING

CAVWOK in the former capital of Blantyre has 9 employees and 15 volunteers working daily, besides the fact that many volunteers take part in individual projects. The organization was formed in 1997, and the goal is to give women and children exposed to violence in Malawi a voice they have not had previously, because violence in and around the home has been a taboo subject.

Today the organization is working on a number of individual cases where women receive free legal advice from volunteer lawyers, in addition to the fact that various information campaigns are being implemented, especially in rural areas.

"Before it was founded there was a series of cases of discrimination and violence aimed at women and children,

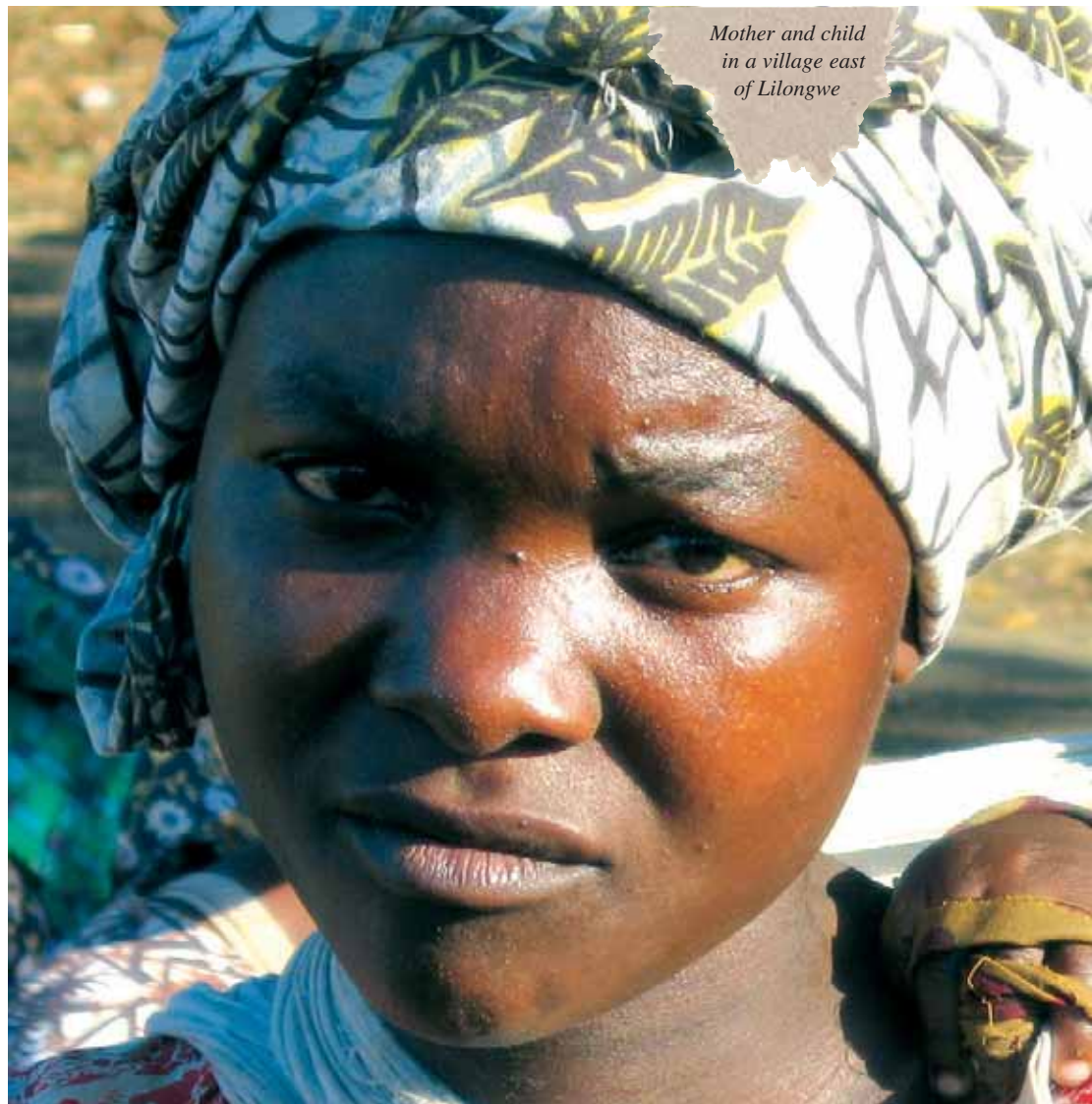
and people were in the mood to act," says Sekoone Phiri. She is the project coordinator at CAVWOK and we meet her outside her office in the centre of Blantyre.

"We are changing a tradition of concealment, and that takes time, but we can see that it is helping," she continues.

BREAKING THE SILENCE

One of the first major actions was called "Breaking The Silence" and it was implemented in 2001 and 2002 with support from UNICEF.

Through a series of 52 hour-long nationwide radio programmes every Saturday, women's and children's rights were put on the agenda. In the course of one year a number of villages were visited, popular meetings were



Mother and child in a village east of Lilongwe

THE SILENCE!

held, and various topics were presented via the radio programmes and school visits

"In this way we uncovered many individual cases and were able to correct grave violations," says Sekoone Phiri. "Many of the cases are a matter of direct violence, while others are a matter of women and children in many families losing respect, rights and property when a husband dies or wishes to have a divorce. In many cases with the help of lawyers we have submitted a demand for child support and in these cases women often win in court. We have demanded that widows shall retain the house the family lived in when the husband was alive. There are cases women throughout the country are losing every day because they do not know their own rights and

because they don't get good enough help. That's the way it is in a country where 70 per cent of the women are illiterate," says Sekoone. Up till now CAVWOK has had projects in about 500 villages, according to the organization's own overview. This is fieldwork aimed at promoting common sense and achieving justice, and a struggle to prevent traditional and conservative gender roles from ruining the lives of women and children.

A WELL-KNOWN COMMON DENOMINATOR

After eight years' work CAVWOK has gained much experience in the kind of problems women and children most often meet. They see that focusing attention on such cases results in a change in most

people's attitudes and in the policies practiced by public offices in the country.

"What is the role played by alcohol in this struggle?" "We're seeing that the alcohol problem in Malawi is on the increase, at the same time as the country's economic problems are growing," says Frank Kasonga, project leader at CAVWOK.

"When we travel around the villages we often see men sitting together and drinking the local Chibuku beer from morning to evening. This beer is brewed from maize, and characteristically it is sold as a thin gruel, so that the person drinking it also ingests some form of food in addition. Chibuku is sold in litre cartons for as little as 10 Malawian kwacha per carton, which is about 0.3 US dollars.

"This is a poverty-related problem which is visible first and foremost in the shade of the trees the men sit under, but we're working on the problem that lies behind this drinking," Kasonga continues. He believes that this drinking depletes household finances dramatically, and that this again leads to a shortage of food and other articles for the family. This reinforces conflicts in the families and this again triggers violence.

"There's an attitude of indifference about alcohol consumption that I think is frightening," Sekoone interjects. She tells us of adults who let children buy alcoholic beverages for them, and children who drink some of it on the way back, often without anyone reacting.

"Through massive marketing campaigns we are told how normal alcohol consumption is, particularly beer-drinking in this country. Without parents as strong role models many people are developing a steadily increasing alcohol problem," say Sekoone and Frank. They both believe a negative alcohol culture is being allowed to develop because there is not sufficient openness about what such drinking results in in people's homes.

"Our organization bases much of its work on voluntary efforts, but we have only limited possibilities without collaborating partners," says Frank. He thinks that the collaboration with UNICEF shows that a lot can be achieved in a short space of time, and he thinks you can still see the effect of the "Breaking the Silence" action in 2001 and 2002.

"We have paved the way for a debate on a topic many people in Malawi up till now have not talked about and we'll continue to do that. Our role has been and still is the same: We shall be a voice for the voiceless."



The great challenge is to mobilize forces that can counteract the alcohol industry's growth in developing countries. Such counter-forces are needed, both at national level and in the rural village, at the same time as we build well-informed resistance in the West and in collaborating international fora. This is what FORUT and GAPA wishes to contribute to.



WE ARE BUILDING

BY DAG ENDAL

Øystein Bakke is project manager of the FORUT "Alcohol, Drugs and Development" (ADD) project and the secretary of the Global Alcohol Police Alliance (GAPA). The project comprises activities in six countries in Asia and Africa, network-building at international level and work in the field of international aid in Norway. "Alcohol is without doubt a serious obstacle to welfare, health and social development in the Third World. Norwegian aid authorities are now in full agreement with us. NORAD has asked FORUT to lead the way when it comes to obtaining information on alcohol problems in developing countries. This knowledge will then be an asset to Norwegian international aid agencies, both public authorities and voluntary aid organizations."

ACQUIRING KNOWLEDGE

"However, the most important thing is to obtain documentation that can be used by social welfare movements and authorities in individual developing countries. For this reason research and production of knowledge are a main objective of the ADD project. We carry out local

and national research and documentation projects, we set up meeting-places for exchange of findings and strategies, and we teach key persons strategies and methods within alcohol policy."

SOCIAL MOBILIZATION

Another primary objective of the ADD project is to test out local prevention activities by the people, voluntary organizations and authorities. These are methods that can subsequently be taken over by others and adapted to local conditions. In the six project countries we have partner organizations that are responsible for the practical implementation of projects that among other things concern organization of street children, school education, theatre as a medium of information and monitoring of the mass media.

BUILDING ALLIANCES

Building international alliances is a third primary area for Øystein. "In the Global Alcohol Policy Alliance we combine human resources, organizations and institutions that all have prevention of alcohol problems as their objective. These networks are used to disseminate research findings,



NG COUNTER-FORCES

exchange experiences and warn of new development features in various parts of the world."

The alcohol industry is multinational and operates across national borders. Thus, counter-forces must be established that operate on the same level and – eventually – with just as much force. "So far we are only in our infancy in number and economic resources, but we derive great advantages from collaborating with international alcohol research and we build on the most recent findings."

PROMISING MARKETS – DRAMATIC CONSEQUENCES?

For a fairly long time Øystein Bakke in FORUT has kept an eye on the alcohol industry's offensives aimed at the promising so-called "emerging markets" in developing countries. "There is every reason to give warning and apply countermeasures now! Even today alcohol is having a significantly adverse effect on health and welfare in many developing countries. In developing countries with low mortality rates, alcohol constitutes the greatest risk

for sickness and premature death, greater than tobacco, malnutrition and the other well known poverty-related diseases. This is despite the fact that alcohol consumption in these countries is significantly lower than in our Western cultural sphere. Should the industry succeed with its marketing strategies aimed at women, youth and a growing middle class, the consequences will be dramatic in a few years."

Øystein Bakke also says that there is reason for optimism. "WHO's prioritization of efforts to combat alcohol problems is giving great encouragement to all our allies. The World Health Organization is loudly and clearly documenting the adverse effects of alcohol on health and welfare, both in the West and in the South. This is the kind of tailwind we really need, while the alcohol industry is receiving such strong support from the market forces in the global economy."



*Øystein
Bakke.*

A full-page advert for Carlsberg's Win a Jet competition (see page 28)

Globalization of the alcohol industry is steadily increasing. A few major companies dominate the world market with their branded products.

Is it the goal of globalization that young people should be able to get drunk on Carlsberg regardless of whether they live in Norway, Sri Lanka or Malawi?

Carlsberg

WINNER PRIVATE JET

PROMISING NEW

BY ØYSTEIN BAKKE

The old, saturated markets in the northern hemisphere, in Europe and North America, no longer hold out the promise of any significant growth. The alcohol industry is stagnating in those areas of the world where drinking has been most prevalent. Thus the alcohol companies are looking for promising new markets. They are basing their hopes on countries in the South, particularly on those countries where a new middle class is emerging from the worst problems linked to poverty. They want young people to spend their growing incomes on becoming part of the global alcohol culture – an alcohol culture that is exporting the binge drinking habits of Northern Europe.

It's not that alcohol didn't exist in the so-called developing countries before Carlsberg, Heineken, Smirnoff and Bacardi became part of the vocabulary. Arrack, Kassipu and Chibuku are among the alcoholic beverages that could be found in India, Sri Lanka and Malawi. However, many of the local producers and local beverages have also been taken over by the multinational companies. The small-scale local production that was a part of the bartering system or that contributed to the local economy is disappearing. Most alcohol production has been industrialized, be it local products, local variants of western types of beer and liquor, or global brands. Alcohol is destroying the local economy while benefiting a global large-scale economy and increasing profitability for the major industrial concerns.

The spread of these industrial corporations to every corner of the world and the growth of the biggest corporations have increased at enormous speed during the past 10-

20 years. Large industrial corporations are buying smaller companies and the companies are buying one another. This consolidation of the industry is strongest in the beer and spirits sector, less in the wine sector.

THE BEER GIANTS

Since 1997 the ten largest brewery groups' share of the world market for beer has grown from around a third to 64 per cent in 2004. In 1989 the five biggest brewery groups had 17 per cent of the world's beer sales, but by 2004 this share had increased to almost 50 per cent. The size can be calculated from sales, production figures or greatest geographical spread. At any rate the five largest beer companies are: Anheuser Busch, Inbev, SABMiller, Heineken, and Carlsberg.

THE LIQUOR GIANTS

The global liquor brands have almost half (46%) of the market. 58% of this comes from the ten biggest companies. The companies often have names that have arisen as a result of mergers or changes or names that link them historically to some of their many brands.

The so-called emerging markets are becoming markets for globalized brands supported by massive lifestyle-oriented marketing, as well as for these companies' local brands. Marketing aims at building identification between the consumer and the branded product. In addition to advertising on posters, in newspapers, magazines and on Radio and TV, a lot of marketing goes through other channels, such as sponsorship of sports and music, use of the Internet, clothing and other products using logos, product placement in films and TV series, as well as in the form of packaging and presentation at sales outlets.

Consolidation prizes

TV Sets

Cell Phones

Steven Khumalo

James M Kadewere

Stanley Mkwadawira

MARKETS

Both the beer and liquor giants focus on winning young consumers by linking their products to sports and music, through sponsorship and by having attractive Internet pages. Budweiser, the world's largest beer brand, is so eager to sponsor sports that they challenged local legislation during both the World Football Championships in France, without success, and the Olympic Games in Salt Lake City, with greater success. Carlsberg would like to be "part of the game" by sponsorship of Liverpool and of the European Cup in football. In Southeast Asia Carlsberg has also made its mark by linking up with music by sponsoring concerts, and is circumventing limitations on advertising by establishing Carlsberg Hot Trax music stores. The Heineken-owned Amstel brand sponsors the UEFA Champions League. Heineken offers its customers a virtual bar on the Internet.

CONCENTRATING ON NEW MARKETS:

An inspection of the companies' Internet pages reveals that most of them are concentrating on alcohol as their core area. They wish to be seen as global brands and are concentrating efforts on emerging markets in developing countries. Thus they are focusing on identifying countries experiencing economic growth. Further, they are working through their industry organizations, often receiving assistance from the authorities in their home countries, to support all initiatives aimed at free trade. Some methods include lobbying in the World Trade Organization (WTO) and challenging legislation preventing their expansion. Joint ventures or acquisition of competitors and of local producers, both to take over local brands and to market global brands, are also common. In the countries focused on in this booklet Carlsberg has an overwhelming market share in Malawi. They are also market leader in the premium beer segment in Sri Lanka, where they are part-owners of Lion Beer, which has an 80% market share of beer sales. In India the UB Group is the leading producer of alcohol for both beer and liquor. Kingfisher beer has a 29 per cent market share in India.

THE BEER GIANTS



ANHEUSER-BUSCH – Budweiser, Bud Light.
The world's largest in terms of sales. Based in St. Louis, USA. Strategic areas in America and China



INBEV – Stella Artois, Brahma, Becks.
The merger of Interbrew (Belgium) and Ambev (Canada). The world's biggest in terms of volume. No. 1 or 2 in over 20 countries. Strategic areas in Latin-America, Europe, Eastern Europe, China



SABMILLER – Miller Genuine Draft, Castle Lager.
South African Breweries bought Miller Beer from Phillip Morris. Present in over 40 countries. Strategic areas in the USA, Eastern Europe, Africa, Asia, China and India.



HEINEKEN – Heineken, Amstel.
Claims to be the brand of beer that is available in most countries in the world.



CARLSBERG – Carlsberg, Tuborg, Ringnes, Pripps, Baltika (part-owner), Holsten.
Merger of Carlsberg/Tuborg with Pripps/Ringnes. Strategic areas in Russia and former Soviet states, Asia and China

THE LIQUOR GIANTS



GROUPE PERNOD RICARD
Ricard, Ballantine's; Chivas Regal; Kalhwa; Malibu; Beefeater; Havana Club; Stolinchaya; Jameson; Martell; The Glenlivet; Jacob's Creek; Mumm.
The world's largest producer of wine and spirits In June 2005 bought Allied Domecq, which was then No. 2 on the list. Previously bought 40 per cent of Seagram (2001).



DIAGEO
Guinness beer, Smirnoff, Johnnie Walker, Baileys, J&B, Captain Morgan, Cuervo, Tanqueray, Crown Royal.
The world's largest until June 2005. Result of the merger of Grand Metropolitan and Guinness, including United Distillers and Vinters (UDV) in 1997. Even then the two companies were the largest individually. Bought 60 per cent of Seagram in 2001. Active in 180 countries.



UB GROUP
Kingfisher beer, Bagpiper Whisky, No.1 McDowell Whisky. India's leading producer of beer and liquor. The recent acquisition of Shaw Wallace, which was India's second largest liquor company, gave UB Group 52 per cent of the market share for spirits in India. Kingfisher beer has a 29 per cent market share in India. Has recently launched Kingfisher Airlines.



BACARDI-MARTINI
Bacardi, Martini, Bombay gin, Benedictine liqueurs.
Sales in 170 countries.



JIM BEAM (FORTUNE BRANDS)
Jim Beam, Sauza Tequila, Courvoisier Cognac, Teacher's Scotch Whisky.
Recently began collaboration with Starbucks on Starbucks Coffee Liqueur. A part of Fortune Brands, which also has a number of other branded products.

FURTHER READING

Both printed matter and home pages are available to those who would like to read more about alcohol in developing countries and in an international perspective.

www.forut.no

www.eurocare.org

www.globalgapa.org

www.adicsrilanka.org

www.camy.org

www.worldalcohol.net

The Globe magazine – a journal by Global Alcohol Policy Alliance.

For subscription inquiries: e-mail gapa@ias.org.uk or call +44 (0) 20 7222 4001.

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THE PROMISE OF YOUTH
By Ingvar Midthun

The multinational beer and liquor giants have designated the developing countries as the new growth sector for alcohol, since consumption in Western countries appears to be stagnating. They call them emerging markets and consider them promising: Low alcohol consumption as a point of departure, economic growth, a growing middle class and increasing spending power. These are countries with a very high proportion of children and youth in the population. The alcohol industry is adapting its strategy accordingly. It is aiming at young people and trying to promote its products and logos with modern, Western, future-oriented, high-technology associations.

This booklet provides some snapshots of current developments, which may have dramatic consequences for health and welfare among the world's poor in the course of just a few years.

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